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BAKING POWDER.

THE VALUE OF BAKING POWDERS.

The value of any Baking Powder depends wholly upon the quantity of carbonic acid gas evolved from a fixed quantity of Baking Powder. Carbonic acid gas being the active principle in leavening bread as yeast, it is therefore plain that the quantity of this gas which can be produced depends wholly on the purity of the materials from which Baking Powders are made. By procuring materials in their pure state from first sources, and using the utmost care in their preparation, under the supervision of an experienced Chemist, we are enabled to produce a Baking Powder which has been declared by distinguished judges, as well as the largest number of consumers, to be of the highest strength and purity.

For the last fifteen years the Royal Baking Powder has been the recognized standard for a thoroughly reliable Baking Powder, having a sale several times larger than any other sold in the United States, and as such has secured the good will and preference of thousands of families in every section of the country.

The manufacturers of light-weight Baking Powders, while claiming enormous strength for their preparations, are prudent enough to distribute recipes for their use which call for a larger quantity than those placed on their cans; and it is worth the attention of consumers to notice this dishonest trick, which could only be resorted to in order to enable manufacturers to practice a concealed fraud of giving of an adulterated mixture twice instead of sixteen ounces.

Two teaspoonfuls of the Royal Baking Powder, at the very lowest estimate of its strength, will make more carbonic acid gas than two teaspoonfuls of any other, and, to speak precisely, must have strength just in proportion as it surpasses others in weight and purity, thus giving to the consumer several ounces more in value than any others—even omitting the consideration that the light-weight Baking Powders are invariably diluted with materials that simply increase their bulk and reduce the strength and purity.

W. ZEIGLER, Secretary,
ROYAL BAKING POWDER COMPANY, New York.

SUCCESS THE BEST CRITERION.

THE STADY GROWTH AND SUCCESS

OF THE

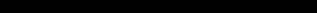
PROTECTION

LIFE INS. CO.

Have never been equalled by any Company in the annals of the business. While more than forty Life Companies are in operation, the record of the Protection Life Insurance Company is the only one that has been maintained for over thirty years. The company was organized in 1843, and has since that time been steadily increasing its business, and its success is the best evidence of its soundness and reliability. The company has a capital of \$1,000,000, and has paid out over \$10,000,000 in benefits to its policyholders. The company is the only one in the United States that has been in operation for over thirty years, and its success is the best evidence of its soundness and reliability.

First Yearly Increase of Policies in Force:

1874, 1875, 1876, 1877, 1878, 1879, 1880, 1881, 1882, 1883, 1884, 1885, 1886, 1887, 1888, 1889, 1890, 1891, 1892, 1893, 1894, 1895, 1896, 1897, 1898, 1899, 1900, 1901, 1902, 1903, 1904, 1905, 1906, 1907, 1908, 1909, 1910, 1911, 1912, 1913, 1914, 1915, 1916, 1917, 1918, 1919, 1920, 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 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2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 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